

## CLAIMS

What is claimed is:

1. A container including:

a main panel having a plurality of substantially straight edges about its periphery, each edge extending angularly from each of two adjoining edges;

a plurality of side walls depending from at least half of the edges of said main panel, said edges having side walls hereinafter referred to as remaining edges;

wherein one or more of said side walls includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line along a remaining edge and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line and along an opposed edge of said outer wall panel, the combination of panels forming a roll-over wall; and

wherein one or more of said roll-over walls further include one or more removable portions operatively removable to leave a remaining wall portion such that the enclosing and/or strength properties of the container remain substantially unaffected upon removal of any one or more of said removable portions.

2. Canceled

3. Canceled

4. A container according to claim 1, in which the removable portions are provided on the outer wall panel whereby removal of the removable portions from the remainder of the outer wall panel leaves the remainder of the outer wall panel and the entire inner wall panel to provide the structural integrity of the container once the one or more of the removable portions have been removed.

5. A container according to claim 4, in which the removable portion or portions are arranged with a perforation line or line of weakness to facilitate

removal from the remaining wall portion and inner wall panel and the remaining outer wall portion together with the inner wall panel, which is left intact after removal of the removable portion, retain sufficient structural integrity that the container remains stackable and performing its function in retaining the heat and/or freshness of its contents when enclosed therein.

6. A container according to claim 1, in which the removable portion and/or the remaining wall portion include a silt or slot providing for a tab or the like to facilitate easy removal of the removable portion from the outer wall panel.

7. A container according to claim 1, in which the tabs or the like are provided on the lower surface or edge of the container and serve the added purpose of allowing the assembled container to sit off a surface (such as the top of an oven) to allow for the circulation of air.

8. A container according to claim 1, in which the removable portions are provided with markings indicating that they constitute an advertising promotion, offer, coupon or token for a reward preferably subject to predetermined conditions being met.

9. A container according to claim 1, in which the inner wall panel is provided with markings which become revealed upon removal of a removable portion from the outer wall panel.

10. A container according to claim 1, in which the sidewalls are at equal angles to each adjoining sidewall (or joining panel, as the case may be) and the side walls have substantially parallel edges such that the main panels are close to a substantially parallel spaced apart disposition, there being three side walls which together with the joining panel constitute a four-sided carton forming a square or rectangular prism and the side walls and joining panel have dimensions selected for

the packaging of pizza style pies, and may include ventilation holes, corner reinforcing tabs, simple single-paneled side walls on the main panel not having the roll-over walls and such like as desired.

11. A container according to claim 1, in which the removable portion is provided with magnetic material to permit the removable portion to be temporarily attached to a metallic surface such as the ferromagnetic metal of typical white goods.

12. A container including:

two main panels, each substantially the same shape and having a plurality of substantially straight edges about its periphery, each edge extending angularly from each of two adjoining edges, and said main panels being joined to one another by a joining panel having substantially parallel edges each of which constitutes a hinge line along one of the edges of each main panel;

a plurality of side walls depending from at least half of the edges of said main panels other than those in common with the hinge line, hereinafter referred to as remaining edges, said side walls and said joining panel enclosing a space between said main panels when said main panels are pivoted towards one another to define the enclosed space;

wherein one or more of said side walls includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line along a remaining edge and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line and along an opposed edge of said outer wall panel to form a roll-over wall; and

wherein one or more of said inner wall panels further include a lateral extension extending beyond the distal fold or score line to an end, each lateral extension separated from its associated inner wall panel by a transverse fold line and having a further fold line intermediate the transverse fold line and the end whereby upon folding of the container, the lateral extensions may be folded to form

a chamber adjacent the corner between the roll-over wall or walls having the lateral extension and its or their adjoining side wall or walls.

13. A blank for a carton including:

two main panels, each main panel being substantially the same shape and having a plurality of substantially straight edges or fold or score lines about its periphery, each edge, fold or score line extending angularly to each of two adjoining edges or fold or score lines, and said main panels being joined to one another by a joining panel having substantially parallel edges each of which constitutes a hinge line in common with one of the fold or score lines of each main panel;

a plurality of side panel assemblies extending from the remaining fold or score lines about said main panels such that at least half of the periphery of both main panels is constituted by a fold or score line from which said side panels extend;

wherein one or more of said side panel assemblies includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line in common with the fold or score line at the periphery of the adjoining main panel and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line; and

wherein one or more of said side panel assemblies further include one or more lines of weakness circumscribing one or more removable portions from a remaining panel portion, the remaining panel portion being sufficient that the enclosing and/or strength properties of the container when assembled from the blank remain substantially unaffected upon removal of any one or more of said removable portions.

14. A method of promoting goods and/or services including:

providing a container having one or more removable portions; and

providing markings on the removable portions indicating promotional advertising, discounts, prizes, special offers or the like.

15. A method according to claim 14, in which at least some of the promotional advertising, discounts, prizes, special offers or the like is from one or more suppliers other than the supplier of the product contained in the container.

16. A method according to claim 14, in which the promotional advertising, discounts, prizes, special offers or the like is printed or pre-printed on a removable portion or provided in the form of an adhesive label or sticker and any other like form of marking.

17. A method according to claim 14, in which one or more of the removable portions is provided with a unique identifier, preferably a barcode, so that customer acceptance and usage of the promotional offers can be monitored.

18. A method of decreasing overheads of a business providing goods in a container, the method including:

providing one or more removable portions in operative association with the container;

obtaining payment from one or more other businesses to advertise other goods and/or services; and

providing markings on the removable portions indicating the advertising of the other businesses thereon whereby the cost of the advertising and at least some of the overhead associated with the production of the container may be offset by the payment obtained from the other businesses.

19. A method according to claim 18, in which the container is a container with integral removable portions.

20. A method according to claim 18, in which the container is selected from the prior art and has removable portions attached thereto.

21. A method according to claim 20, in which the removable portions are attached to the container in the form of stickers.

22. A method according to claim 18, in which one or more of the removable portions is provided with a unique identifier, preferably a barcode, so that customer acceptance and usage of the promotional offers can be monitored.

23. A container including:

two main panels, each substantially the same shape and having a plurality of substantially straight edges about its periphery, each edge extending angularly from each of two adjoining edges, and said main panels being joined to one another by a joining panel having substantially parallel edges each of which constitutes a hinge line along one of the edges of each said main panel;

a plurality of side walls depending from at least half of the edges of said main panels other than those in common with the hinge line, said edges having side walls hereinafter referred to as remaining edges, said side walls and said joining panel enclosing a space between said main panels when said main panels are pivoted towards one another to define the enclosed space;

wherein one or more of said side walls includes an outer wall panel and an inner wall panel, said outer wall panel extending from a proximal fold or score line along a remaining edge and said inner wall panel extending from a distal fold or score line remote from the proximal fold or score line and along an opposed edge of said outer wall panel, the combination of panels forming a roll-over wall; and

wherein one or more of said roll-over walls further include one or more removable portions operatively removable to leave a remaining wall portion such that the enclosing and/or strength properties of the container remain substantially unaffected upon removal of any one or more of said removable portions.

24. A container according to claim 23, in which one of the main panels constitutes a base panel and the other a cover panel and all of the remaining sidewalls of one of the main panels is provided with sidewalls in which the removable portions are provided on the outer wall panel whereby removal of the removable portions from the remainder of the outer wall panel leaves the remainder of the outer wall panel and the entire inner wall panel to provide the structural integrity of the container once the one or more of the removable portions have been removed.

25. A container according to claim 23, in which the removable portions are provided on the outer wall panel whereby removal of the removable portions from the remainder of the outer wall panel leaves the remainder of the outer wall panel and the entire inner wall panel to provide the structural integrity of the container once the one or more of the removable portions have been removed.

26. A container according to claim 23, in which the removable portion or portions are arranged with a perforation line or line of weakness to facilitate removal from the remaining wall portion and inner wall panel and the remaining outer wall portion together with the inner wall panel, which is left intact after removal of the removable portion, retain sufficient structural integrity that the container remains stackable and performing its function in retaining the heat and/or freshness of its contents when enclosed therein.

27. A container according to claim 23, in which the removable portion and/or the remaining wall portion include a silt or slot providing for a tab or the like to facilitate easy-removal of the removable portion from the outer wall panel.

28. A container according to claim 23, in which the tabs or the like are provided on the lower surface or edge of the container and serve the added purpose

of allowing the assembled container to sit off a surface (such as the top of an oven) to allow for the circulation of air.

29. A container according to claim 23, in which the removable portions are provided with markings indicating that they constitute an advertising promotion, offer, coupon or token for a reward preferably subject to predetermined conditions being met.

30. A container according to claim 23, in which the inner wall panel is provided with markings which become revealed upon removal of a removable portion from the outer wall panel.

31. A container according to claim 23, in which the sidewalls are at equal angles to each adjoining sidewall (or joining panel, as the case may be) and the side walls have substantially parallel edges such that the main panels are close to a substantially parallel spaced apart disposition, there being three side walls which together with the joining panel constitute a four-sided carton forming a square or rectangular prism and the side walls and joining panel have dimensions selected for the packaging of pizza style pies, and may include ventilation holes, corner reinforcing tabs, simple single-paneled side walls on the main panel not having the roll-over walls and such like as desired.

32. A container according to claim 23, in which the removable portion is provided with magnetic material to permit the removable portion to be temporarily attached to a metallic surface such as the ferromagnetic metal of typical white goods.